

WHAT IS CLAIMED IS:

1. A display device comprising charged particles located on a substrate and means for moving the charged particles parallel to the substrate, wherein positions of the charged particles on the substrate determines a plurality of display states recognized from above the substrate, and the substrate contains a fluorescent material or a luminous material.

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2. The display device according to claim 1, wherein the fluorescent material or luminous material forms an area that absorbs invisible light and emits visible light.

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3. The display device according to claim 2, wherein the plurality of display states comprises a state where the area is covered with the charged particles, and a state where the area is exposed.

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4. The display device according to claim 1, wherein the charged particles contain a material that absorbs light in a wavelength range that excites a fluorescent material or luminous material.

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5. The display device according to claim 1, wherein the charged particles contain a material that

absorbs a light in a wavelength range corresponding to emission light from a fluorescent material or luminous material.

5 6. The display device according to claim 1, wherein the substrate has a reflecting surface which reflects visible light from above the substrate, and wherein the fluorescent material or luminous material is located to cover the reflecting surface.

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 7. The display device according to claim 1, wherein the substrate has a partition to enclose the charged particles to each display element, and the partition contains a fluorescent material or luminous
15 material.

 8. The display device according to claim 1, wherein the display device further comprises a container located on the substrate, and a transparent
20 liquid held in the container, wherein the charged particles are held in the transparent liquid.